R.J. Reynolds Tobacco Company

December 18, 1995

919-741-5000
Winston-Salem, N.C. 27102

Dear Retailer,

Moonlight Tobacco, a division of R.J. Reynolds Tobacco Company, is conducting a marketing research study among smokers. The objective is to learn about the type of smokers who are purchasing Moonlight Tobacco brands.

Capstone Research Company has been hired to place an on-sert to the back of Moonlight packs. The pack on-sert requests smokers to call an 1-800 number, and participate in a survey.

If you have any questions, please call our Sales office in New Jersey, 908-225-4774.

We appreciate your cooperation in allowing the pack on-serts to be placed in your store. The survey results will help us improve our products.

Connor Kennedy

Connor Kennedy
Marketing Research Manager, R.J. Reynolds Tobacco Company

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"We work for smokers."

Source: https://www.industrydocuments.ucsf.edu/docs/fjgy0000